

**ABSTRACT**

Various approaches are disclosed for loading data from a vertical database table into a horizontal database table. In one embodiment, a number of rows in a vertical database table and a number of columns in a horizontal database table are determined. Entries in a first column of the vertical table contain object identifiers, entries in a second column contain attribute names corresponding to the object identifiers, and entries in a third column contain attribute values corresponding to the attribute names. The horizontal table includes a column for the object identifiers and respective attribute columns for the attributes names. One of a plurality of methods is selected and used for reading data from the vertical database table and writing data to the horizontal database table based in part on the number of rows in the vertical database table and the number of columns in the horizontal database table.